

Sample social media posts

Think of posts that will engage the audience and encourage them to participate in the conversation. Enthusiasm, open-ended questions and asking for opinions are good ways to initiate dialogue.

Use the following pre-selected hashtags: #FAFSAFrenzy and #IApplied

Facebook — Post at least three times a week leading up to your activities and events. Use Facebook to get students excited about FAFSA Frenzy and as a reminder of items they may need to bring with them in order to complete the FAFSA.

Twitter — With a limit of only 280 characters per post, relaying information via Twitter has to be short and to the point. Twitter moves much faster than Facebook, so more tweets may be necessary in order for them to be seen.

Sample social media posts include:

- Seniors! If you plan to attend #college next fall, come to #FAFSAFrenzy for help with financial aid.
- Need help paying for #college? Come to #FAFSAFrenzy!
- Did you know? #FAFSAFrenzy is open to anyone planning to attend #college next fall.

- Not sure how to pay for #college? Come to #FAFSAFrenzy to complete your #FAFSA!
- Coming to #FAFSAFrenzy? Great! Go get your #FSAID now at fsaid.ed.gov!
- Reminder: Bring your 2018 tax information, social security number and FSA ID to #FAFSAFrenzy.
- Did we mention that #FAFSAFrenzy is FREE?! That's right, free help to any student applying for financial aid.
- Did you know? Many colleges use the #FAFSA to also determine #scholarship eligibility. #FAFSAFrenzy
- How do you know if you need to attend #FAFSAFrenzy? Easy! Will you be attending college next fall?
- Completing the #FAFSA is the first step to securing financial aid and some scholarships! #FAFSAFrenzy
- #FAFSAFrenzy is coming up! Bring at least one of your parents to the event!
- Don't let the cost of #college prevent you from getting a degree! #FAFSAFrenzy